

**DETERMINANTS OF USER ACCEPTANCE OF ONLINE AIRLINE  
RESERVATION SYSTEM**

**A thesis submitted to the Faculty of Business Management in partial  
fulfillment of the requirements for the degree  
Master of Business Administration  
Universiti Utara Malaysia**

**By**

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## **ABSTRACT**

The growth of the IT usage has been tremendous in the world of business today and no doubt it has been widely used in the area of airline industry. The online airline reservation system is one of the examples of such application of the technology. This study is a user-focused research that aims to identify the factors that determine acceptance of online airline reservation system by users. Adapting the technology acceptance model (TAM) as a theoretical framework, this study examines the variables perceived usefulness and perceived ease of use as antecedents of behavior intention to use the technology. Furthermore this study examines the effect of computer self-efficacy (external variable) as determinant towards perceived usefulness and perceived ease of use. A survey of 51 lecturers representing different faculties in Universiti Utara Malaysia (UUM) supports TAM in predicting the intention of users to adopt online airline reservation system. Findings also show the significant effect of computer self-efficacy in explaining behavior intention through perceived ease of use and perceived usefulness.

## ABSTRAK

Penggunaan teknologi maklumat telah berkembang pesat dalam dunia perniagaan hari ini dan sudah tidak dapat disangkalkan penggunaannya dalam industri penerbangan. Salah satu contoh aplikasi teknologi tersebut adalah sistem penempahan tiket penerbangan secara *online*. Kajian ini merupakan kajian berfokuskan pengguna yang berminat untuk mengenalpasti faktor-faktor yang menentukan penerimaan pengguna terhadap sistem penempahan tiket penerbangan secara *online*. Dengan mengadaptasikan *technology acceptance model (TAM)* sebagai kerangka teoritikal, kajian ini mengkaji persepsi-persepsi pengguna terhadap perlakuan dan keinginan untuk menggunakan teknologi tersebut. Kajian ini juga mengkaji kesan kemujaraban diri menggunakan komputer (pembolehubah luaran) sebagai penyebab kepada persepsi-persepsi pengguna. Bancian terhadap 51 pensyarah di pelbagai fakulti di Universiti Utara Malaysia (UUM) menyokong *TAM* untuk membuat andaian mengenai keinginan pengguna untuk mengadaptasikan sistem tersebut. Dapatan kajian juga menunjukkan kesan penting kemujaraban diri menggunakan komputer dalam men-rangkan perlakuan dan keinginan pengguna menggunakan sistem penempahan tiket penerbangan secara *online* melalui persepsi-perspi pengguna yang telah dikaji.

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## **CHAPTER I**

### **INTRODUCTION**

#### **1.0 Introduction**

Information technologies and the usage of internet have been widely used and spread throughout organizations locally and globally. It has expanded dramatically and now internet usage has become the attention of users in academic field, financial, businesses, traveling and many more. As far as the organizations are concern, it is estimated that about 50 percent of all new capital investment in organizations has been in information technology (Westland and Clark 2000) which shows the importance of it today. This includes the airline organizations which are moving and changing with information technology and cannot deny the rapid changes.

Hence, online airline reservation is introduced in Malaysia and other countries as well and now becoming a growing distribution channel for their product and services. The conventional way of airline reservation remains the most widespread method for conducting airline reservation in Malaysia and same goes for other countries. However, information and internet technology is rapidly changing the way airline reservation services are being designed and delivered.

The emergence of online airline reservation has brought fundamental changes to the airline industry thus calls for additional research involving various discipline. One of

The contents of  
the thesis is for  
internal user  
only

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